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Task Force on  
Broadcasting Policy

Groupe de travail sur la  
politique de la radiodiffusion

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**MORE CANADIAN PROGRAMMING REQUIRES  
NEW PUBLIC TV CHANNEL  
STRENGTHENED CBC, MORE PRIVATE  
SECTOR EFFORT: TASK FORCE REPORT**

For Release:

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OTTAWA — Canadians should be given more opportunity to view quality Canadian programming, particularly on television, but for this to happen, a new public broadcasting channel should be created, the CBC should be given adequate funding to carry out its unique responsibilities, and the private sector must produce more Canadian programming for peak-time viewing.

That was the unanimous conclusion of the seven member federal Task Force on Broadcasting Policy co-chaired by Gerald Caplan of Toronto and Florian Sauvageau of Quebec City. Other members were Françoise Côté of Montreal, Felix Randolph Blache-Fraser (Fil Fraser) of Edmonton, Mimi Fullerton of Toronto, J. Conrad Lavigne of Timmins, and Finlay MacDonald Jr. of Halifax. Their Report was released today in Ottawa.

The Report -- the first comprehensive review of Canadian broadcasting policy since 1965 -- concludes that, despite research showing that Canadians will choose Canadian programming when it is offered, the challenge facing policy-makers lies in keeping our system from becoming a mere satellite of the increasingly world-dominant United States.

The Report examines in detail the current state of our broadcasting system, provides a philosophical base on which the system ought to rest, and offers more than 180 specific recommendations to provide a blueprint for the system for the remainder of this century.

Key recommendations include :

A New Broadcasting Act:

- \* The Task Force recommends the enactment of a new Broadcasting Act which would generally reflect legal, technological and social changes since the Act came into force in 1968, and:
  - clearly spell out the social goals of the broadcasting system in strengthening Canadian culture; while not expecting that the private and public sectors would contribute equally, the new Act would insist that all parts of the system share some obligation in meeting these goals;
  - recognize the special character of Quebec broadcasting, both in itself and as the nucleus of French-language broadcasting in Canada;
  - explicitly recognize the right of access to the broadcasting system by minorities, aboriginal people, and women; and to otherwise bring the system into line with the Charter of Rights.

Proposed New Public Television Channel

- \* The Report calls for the creation of a second public television service -- called "TV Canada" in English Canada and "Télé-Canada" in French Canada -- to provide a new outlet for Canadian programming, particularly in program categories which currently provide few Canadian-produced programming options. It would rebroadcast the best programs shown by other Canadian broadcasters, and emphasize regional productions, programs for young people, documentaries and the performing arts. The French, but not the English channel, would also carry news and information programs.

Proposed changes to CBC

- \* The Task Force recommends a halt to financial cutbacks at CBC television and radio so that the corporation can produce more quality Canadian programming. CBC television should aim to replace all U.S. programs readily available on other networks with Canadian programs, and should operate an English-language all-news and public affairs channel.



The CBC English-language and French-language services, serving distinct societies, should be allowed to take different approaches to meeting the objectives assigned to public broadcasting.

Increased Canadian Programming From Private Sector TV

- \* Noting that broadcasting in Canada is highly profitable, the Report recommends that private television stations and networks continue to benefit financially from protectionist broadcasting policy such as Bill C-58 and the CRTC's program substitution policy, but should be required to commit greater resources and air-time to Canadian programs. The CRTC should treat Canadian programming requirements as conditions of license.

The Report states that a truly comprehensive Canadian system cannot be achieved without cost, and clearly recognizes both the limitations of the public purse and the legitimate need of private broadcasters to earn reasonable profits. A separate section of the Report costs each of the recommendations and suggests where new monies might be found from within the broadcasting system.

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Note:

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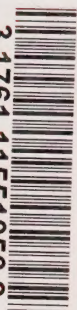
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